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WHAT IS CLAIMED IS:

- 1. A composition-of-matter comprising a double stranded RNA molecule associated with a targeting moiety selected capable of targeting to a specific cell and/or tissue type.
- 2. The composition-of-matter of claim 1, further comprising a nucleic acid carrier.
- 3. The composition-of-matter of claim 1, wherein said targeting moiety is non covalently attached to said double-stranded RNA molecule.
- 4. The composition-of-matter of claim 2, wherein said targeting moiety is covalently attached to said nucleic acid carrier.
- 5. The composition-of-matter of claim 2, wherein said double stranded RNA molecule is non covalently attached to said nucleic acid carrier.
- 6. The composition-of-matter of claim 2, wherein said nucleic acid carrier comprises a polymer selected from the group consisting of a polycationic polymer, a non-ionic water-soluble polymer, a polyether polymer and a biocompatible polymer.
- 7. The composition-of-matter of claim 6, wherein said polymer is polyethylenimine and/or poly(ethylene glycol).
- 8. The composition-of-matter of claim 2, further comprising a compound capable of facilitating degradation of an endosomal membrane.
- 9. The composition-of-matter of claim 8, wherein said compound capable of facilitating degradation of an endosomal membrane is melittin or a melittin derivative.

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- 10. The composition-of-matter of claim 1, wherein said targeting moiety is a ligand of a surface marker of said specific cell and/or tissue type.
- 11. The composition-of-matter of claim 10, wherein said ligand of said surface marker is a biological ligand of said surface marker.
- 12. The composition-of-matter of claim 1, wherein said targeting moiety is an antibody or antibody fragment.
- 13. The composition-of-matter of claim 1, wherein said targeting moiety is a growth factor.
- 14. The composition-of-matter of claim 13, wherein said growth factor is epidermal growth factor.
- 15. The composition-of-matter of claim 10, wherein said surface marker is a growth factor receptor and/or a tumor associated antigen.
- 16. The composition-of-matter of claim 15, wherein said surface marker is epidermal growth factor receptor.
- 17. The composition-of-matter of claim 1, wherein said double stranded RNA molecule comprises a polyinosinic acid strand and/or a polycytidylic acid strand.
- 18. The composition-of-matter of claim 1, wherein said double stranded RNA molecule is composed of RNA strands each of which composed of a number of ribonucleotides selected from a range of 10-3,000 ribonucleotides.
- 19. The composition-of-matter of claim 1, wherein said specific cell and/or tissue type is associated with a disease and/or is a nervous system cell and/or tissue.
 - 20. The composition-of-matter of claim 19, wherein said specific cell

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and/or tissue type is a tumor cell and/or tissue and/or is a glial cell and/or tissue.

- 21. The composition-of-matter of claim 20, wherein said specific cell and/or tissue type is a malignant glioma cell and/or tissue.
- 22. The composition-of-matter of claim 21, wherein said specific cell and/or tissue type is a glioblastoma cell and/or tissue.
- 23. The composition-of-matter of claim 1, wherein said specific cell and/or tissue type is a human cell and/or tissue.
- 24. A pharmaceutical composition comprising a pharmaceutically acceptable carrier and as an active ingredient a composition-of-matter which comprises a double stranded RNA molecule associated with a targeting moiety selected capable of targeting to a specific cell and/or tissue type.
- 25. The pharmaceutical composition of claim 24, wherein said composition-of-matter further comprises a nucleic acid carrier.
- 26. The pharmaceutical composition of claim 24, wherein said targeting moiety is non covalently attached to said double-stranded RNA molecule.
- 27. The pharmaceutical composition of claim 24, wherein said targeting moiety is covalently attached to said nucleic acid carrier.
- 28. The pharmaceutical composition of claim 24, wherein said double stranded RNA molecule is non covalently attached to said nucleic acid carrier.
- 29. The pharmaceutical composition of claim 24, wherein said nucleic acid carrier comprises a polymer selected from the group consisting of a polycationic polymer, a non-ionic water-soluble polymer, a polyether polymer and a biocompatible polymer.

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- 30. The pharmaceutical composition of claim 29, wherein said polymer is polyethylenimine and/or poly(ethylene glycol).
- 31. The pharmaceutical composition of claim 24, wherein said composition-of-matter further comprises a compound capable of facilitating degradation of an endosomal membrane.
- 32. The pharmaceutical composition of claim 31, wherein said compound capable of facilitating degradation of an endosomal membrane is melittin derivative.
- 33. The pharmaceutical composition of claim 24, wherein said targeting moiety is a ligand of a surface marker of said specific cell and/or tissue type.
- 34. The pharmaceutical composition of claim 33, wherein said ligand of said surface marker is a biological ligand of said surface marker.
- 35. The pharmaceutical composition of claim 24, wherein said targeting moiety is an antibody or antibody fragment.
- 36. The pharmaceutical composition of claim 24, wherein said targeting moiety is a growth factor.
- 37. The pharmaceutical composition of claim 36, wherein said growth factor is epidermal growth factor.
- 38. The pharmaceutical composition of claim 33, wherein said surface marker is a growth factor receptor and/or a tumor associated antigen.
- 39. The pharmaceutical composition of claim 38, wherein said surface marker is epidermal growth factor receptor.
 - 40. The pharmaceutical composition of claim 24, wherein said double

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stranded RNA molecule comprises a polyinosinic acid strand and/or a polycytidylic acid strand.

- 41. The pharmaceutical composition of claim 24, wherein said double stranded RNA molecule is composed of RNA strands each of which composed of a number of ribonucleotides selected from a range of 10-3,000 ribonucleotides.
- 42. The pharmaceutical composition of claim 24, wherein said specific cell and/or tissue type is associated with a disease and/or is a nervous system cell and/or tissue.
- 43. The pharmaceutical composition of claim 42, wherein said specific cell and/or tissue type is a tumor cell and/or tissue and/or tissue and/or tissue.
- 44. The pharmaceutical composition of claim 43, wherein said specific cell and/or tissue type is a malignant glioma cell and/or tissue.
- 45. The pharmaceutical composition of claim 44, wherein said specific cell and/or tissue type is a glioblastoma cell and/or tissue.
- 46. The pharmaceutical composition of claim 24, wherein said specific cell and/or tissue type is a human cell and/or tissue.
- 47. A method of killing a specific target cell and/or tissue, the method comprising exposing the specific target cell and/or tissue to a composition-of-matter comprising a double stranded RNA molecule associated with a targeting moiety selected capable of targeting to the specific target cell and/or tissue, thereby killing the specific target cell and/or tissue.
- 48. The method of claim 47, wherein said exposing the specific target cell and/or tissue to said composition-of-matter is effected by administering said composition-of-matter to a vertebrate subject bearing the specific target cell and/or tissue.

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49. The method of claim 48, wherein said administering said composition-of-matter to said vertebrate subject is effected by administering said composition-of-matter to said subject systemically and/or to a central nervous system location of said vertebrate subject.

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- 50. The method of claim 47, wherein said composition-of-matter further comprises a nucleic acid carrier.
- 51. The method of claim 47, wherein said targeting moiety is non covalently attached to said double-stranded RNA molecule.
- 52. The method of claim 50, wherein said targeting moiety is covalently attached to said nucleic acid carrier.
- 53. The method of claim 50, wherein said double stranded RNA molecule is non covalently attached to said nucleic acid carrier.
- 54. The method of claim 50, wherein said nucleic acid carrier comprises a polymer selected from the group consisting of a polycationic polymer, a non-ionic water-soluble polymer, a polyether polymer and a biocompatible polymer.
- 55. The method of claim 54, wherein said polymer is polyethylenimine and/or poly(ethylene glycol).
- 56. The method of claim 47, wherein said composition-of-matter further comprises a compound capable of facilitating degradation of an endosomal membrane.
- 57. The method of claim 56, wherein said compound capable of facilitating degradation of an endosomal membrane is melittin derivative.
 - 58. The method of claim 47, wherein said targeting moiety is a ligand of a

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surface marker of the specific target cell and/or tissue type.

- 59. The method of claim 58, wherein said ligand of said surface marker is a biological ligand of said surface marker.
- 60. The method of claim 47, wherein said targeting moiety is an antibody or antibody fragment.
- 61. The method of claim 47, wherein said targeting moiety is a growth factor.
- 62. The method of claim 61, wherein said growth factor is epidermal growth factor.
- 63. The method of claim 58, wherein said surface marker is a growth factor receptor and/or a tumor associated antigen.
- 64. The method of claim 63, wherein said surface marker is epidermal growth factor receptor.
- 65. The method of claim 47, wherein said double stranded RNA molecule comprises a polyinosinic acid strand and/or a polycytidylic acid strand.
- 66. The method of claim 47, wherein said double stranded RNA molecule is composed of RNA strands each of which composed of a number of ribonucleotides selected from a range of 10-3,000 ribonucleotides.
- 67. The method of claim 47, wherein the specific target cell and/or tissue type is associated with a disease and/or is a nervous system cell and/or tissue.
- 68. The method of claim 67, wherein the specific target cell and/or tissue type is a tumor cell and/or tissue and/or is a glial cell and/or tissue.

69. The method of claim 68, wherein the specific target cell and/or tissue type is a malignant glioma cell and/or tissue.

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- 70. The method of claim 69, wherein the specific target cell and/or tissue type is a glioblastoma cell and/or tissue.
- 71. The method of claim 47, wherein the specific target cell and/or tissue type is a human cell and/or tissue.